LISTING OF THE CLAIMS

1-69. (Cancelled)

70. (New) A system for monitoring at least one advertising campaign, comprising:

a plurality of local servers for providing advertising campaign content to a plurality of users and storing local information related to the advertising campaign;

a master server for storing master information related to the advertising campaign, including the advertising campaign content, the master server comprising a synchronizing component for periodically synchronizing the master server with each local server; and

a dynamic campaign manager for defining the advertising campaign, modifying the advertising campaign, and providing feedback on the advertising campaign.

71. (New) The system of claim 70, wherein defining the advertising campaign comprises defining a profile of the targeted audience for the advertising campaign.

72. (New) The system of claim 70, wherein modifying the advertising campaign comprises modifying a profile of the targeted audience for the advertising campaign.

73. (New) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of times the advertising campaign content has been delivered.

74. (New) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of click-throughs on the advertising campaign content.

75.   (New) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of users viewing the advertising campaign content.

76.   (New) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of times a particular user has viewed the advertising campaign content.

77.   (New) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of times all of the users have viewed the advertising campaign content.

78.   (New) The system of claim 70, wherein the dynamic campaign manager comprises a user interface for advertisers.

79.   (New) The system of claim 70, further comprising:

        a billing component for generating invoice information to be sent to at least one advertiser.

80.   (New) The system of claim 70, further comprising:

        a local user profile database in communication with each local server for storing a user profile for each user;

        a master user profile database in communication with the master server for storing a plurality of user profiles associated with the local servers;

        wherein periodically synchronizing the master server with each local server comprises periodically retrieving the local user profile database and integrating the local user profile database into the master user profile database.

81.   (New) The system of claim 70, further comprising:

        a local user response database in communication with each local server for storing user responses for each user;

431626-1

a master user response database in communication with the master server for storing the user responses associated with the local servers;

wherein periodically synchronizing the master server with each local server comprises periodically retrieving the local user response database and integrating the local user response database into the master user response database.

82. (New) The system of claim 70, further comprising:

a master advertisement delivery database for scheduling delivery of the advertising campaign content;

wherein periodically synchronizing the master server with each local server comprises parsing the master advertisement delivery database to find at least one anonymous user identifier corresponding to the local server.

83. (New) The system of claim 70, wherein periodically synchronizing the master server with each local server comprises creating a local advertisement delivery database on the local server.

84. (New) The system of claim 70, further comprising:

a master categorized URL database in communication with the master server for storing Internet behavior of users at the local servers;

a local categorized URL database in communication with each local server for storing Internet behavior of each user at the local server;

wherein periodically synchronizing the master server with each local server comprises replicating the master categorized URL database on the local categorized URL database.

85. (New) A method for monitoring at least one advertising campaign, comprising:

providing advertising campaign content to a plurality of users at a plurality of local servers and storing local information related to the advertising campaign;

storing master information related to the advertising campaign at a master server, including the advertising campaign content;

periodically synchronizing the master server with each local server; and

dynamically managing the advertising campaign by defining the advertising

campaign, modifying the advertising campaign, and providing feedback on the

advertising campaign.

86.   (New) The method of claim 85, wherein defining the advertising campaign

comprises defining a profile of the targeted audience for the advertising campaign.

87.   (New) The method of claim 85, wherein modifying the advertising campaign

comprises modifying a profile of the targeted audience for the advertising campaign.

88.   (New) The method of claim 85, wherein providing feedback on the advertising

campaign comprises providing a number of times the advertising campaign content has

been delivered.

89.   (New) The method of claim 85, wherein providing feedback on the advertising

campaign comprises providing a number of click-throughs on the advertising campaign

content.

90.   (New) The method of claim 85, wherein providing feedback on the advertising

campaign comprises providing a number of users viewing the advertising campaign

content.

91.   (New) The method of claim 85, wherein providing feedback on the advertising

campaign comprises providing a number of times a particular user has viewed the

advertising campaign content.

92.   (New) The method of claim 85, wherein providing feedback on the advertising

campaign comprises providing a number of times all of the users have viewed the

advertising campaign content.

93.   (New) The method of claim 85, further comprising providing a user interface for dynamically managing the advertising campaign.

94.   (New) The method of claim 85, further comprising:
generating invoice information to be sent to at least one advertiser.

95.   (New) The method of claim 85, further comprising:
storing a user profile for each user in a local user profile database at each local server; and
storing a plurality of user profiles associated with the local servers in a master user profile database at the master server;
wherein periodically synchronizing the master server with each local server comprises periodically retrieving the local user profile database and integrating the local user profile database into the master user profile database.

96.   (New) The method of claim 85, further comprising:
storing user responses for each user in a local user response database at each local server; and
storing the user responses associated with the local servers in a master user response database at the master server;
wherein periodically synchronizing the master server with each local server comprises periodically retrieving the local user response database and integrating the local user response database into the master user response database.

97.   (New) The method of claim 85, further comprising:
scheduling delivery of the advertising campaign content using a master advertisement delivery database;
wherein periodically synchronizing the master server with each local server comprises parsing the master advertisement delivery database to find at least one anonymous user identifier corresponding to the local server.

98.   (New) The method of claim 85, wherein periodically synchronizing the master server with each local server comprises creating a local advertisement delivery database on the local server.

99.   (New) The method of claim 85, further comprising:

storing Internet behavior of users at the local servers in a master categorized URL database at the master server; and

storing Internet behavior of each user at the local server in a local categorized URL database at each local server;

wherein periodically synchronizing the master server with each local server comprises replicating the master categorized URL database on the local categorized URL database.